

NEW CLAIM

I claim:

1 (cancelled)
2 (cancelled)
3 (cancelled)
4 (cancelled)
5 (cancelled)
6 (cancelled)
7 (cancelled)

8 (new) a method for using a computer to enable an advertiser to pay targeted recipients for their attention to a message, comprising:

- (a) entering into the computer an advertiser offer that said recipients will be owed an amount of money if they pay attention to a specified ad message, and if they satisfy a set of at least one target audience characteristics,
- (b) stating said characteristics as a set of offer conditions by said advertiser,
- (c) specifying said amount of money as an expected value (EV), said EV to be paid via an EV payment bet including a Payoff,
- (d) presenting an interface to the public for enabling anyone to access and accept said offer.
- (e) registering acceptance of said offer by a user called a recipient, said acceptance entailing:
 - e1. registering the recipient's identity and,
 - e2. registering that the recipient has entered a request to be exposed to said specified message,
- (f) after registering said acceptance, executing said EV payment bet for said recipient with the probability of said recipient winning set at EV/Payoff,

- (g) if, and only if, said recipient wins said bet, passing the winning result to an inspection process for determining whether said recipient satisfies said offer conditions,
- (h) based only upon a positive determination by said inspection process, notifying a payment process for providing the Payoff to said recipient,

whereby an advertiser pays a specified EV payment only to qualified, targeted recipients in exchange for their attention to a specified message.